

BUAD 361: Forecasting & Logistics

This course provides a broad overview of the planning and execution of customer demand. It is divided into two parts: forecasting and logistics.

In the first half, forecasting is covered. Matching supply and demand require planning. You will master different forecasting techniques essential for building a sales and operations plan. At the completion of this course, you will have the tools and techniques to analyze demand data, construct different forecasting techniques, and choose the most suitable one for projecting future demand.

In the second half, the three major building blocks of logistics networks are covered: transportation, warehousing, and inventory. After completing this course, you will be able to differentiate the advantages and disadvantages of different modes of transportation. You will understand what goes into designing and setting up a warehousing facility. Finally, you will be able to develop logistics networks that minimize costs and deliver top customer service.

Offered most semesters via Rize Consortium

Credits: 3

Program: [Business Administration](#)